



CalFresh Promotion

CalFresh is the new name for California's Supplemental Nutrition Assistance Program or food stamps. Promoting the new name and encouraging participation in CalFresh is a great opportunity to make sure as many eligible Californians participate in the program as possible. Below are some strategies that all *Network*-funded projects can use. These strategies ensure collaboration and a consistent CalFresh message.

- **Learn about the CalFresh Program:**
As you prepare to engage in CalFresh promotion, educate yourself about the benefits and the application process in your county. Visit a county CalFresh office or visit www.calfresh.ca.gov for valuable information.
- **Distribute CalFresh Materials:** *Network*-funded partners can distribute materials that promote CalFresh as long as they do not use nutrition education funds to create outreach materials. Free outreach materials are sometimes available from your county human services department or from community based outreach partners. Additional outreach materials are available through the USDA at: <http://foodstamp.ntis.gov>. *Note:* If you use USDA materials, they should include local information about how and where to apply for CalFresh.
- **Invite CalFresh Outreach Partners to Your Events:** The CalFresh outreach partners provide prescreening and application assistance to CalFresh candidates. You may work with your CalFresh outreach partners to arrange these services. To locate the CalFresh outreach partners visit <http://networkforahealthycalifornia.net/outreach>. In addition, you may partner with a local county human services department. They may be able to deploy eligibility workers or send a representative to locations that serve high volumes of CalFresh candidates.
- **Provide CalFresh Applications:** Ask the CalFresh outreach partners to provide **CalFresh** application packets that include, the application, instructions, addressed envelopes, and information for applying online. Online applications are available in most counties. Visit <http://www.benefitscal.org> for details. Provide CalFresh application packets in waiting rooms, lobbies, and other places that are easy for clients to access. Remember, nutrition education funds may not be used to assist people with their applications.
- **Make CalFresh Information Part of Your Work:** Educate your nutrition education clients about CalFresh. If you would like to tell your clients where their nearest CalFresh office is, visit www.calfresh.ca.gov for location information.

For more information about coordinating with your CalFresh outreach partners, visit www.mycalfresh.org/ or <http://networkforahealthycalifornia.net/outreach>

Or contact Pamela Delapa at (916) 449-5382 or email at pamela.delapa@cdph.ca.gov or Maria Leech at (858) 300-1207 or email at maria.leech@cdph.ca.gov, *Network for a Healthy California*, to learn about what other *Network* programs are doing to promote CalFresh.